

Christine CHEONG



Principal Lecturer & Consultant, Data Science Practice

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Profile

Christine is currently a Principal Lecturer and Consultant with the NUS-ISS.

She has worked in both public and private sectors (including tourism, fast moving consumer goods, transport & logistics sectors, education etc) where she led commercial excellence and analytics as well as market research and consumer insights initiatives across the Asia Pacific region. Over the years, she has worked on diverse and challenging analytical problems in commercial excellence, marketing and salesforce effectiveness, strategic planning and communications etc. Her interests lie in the applications of econometrics, marketing and sales analytics, predictive modelling and optimization techniques to derive actionable insights for commercial effectiveness.

She graduated from National University of Singapore (NUS) with a Bachelor of Science (minor in Computer Programming and Applications). She also completed her Master of Business Administration and Master of Science (Statistics) with NUS.

What I Teach

DATA SCIENCE

Campaign Analytics

DATA SCIENCE

Predictive Analytics - Insights of Trends and Irregularities

DATA SCIENCE

Customer Analytics

DATA SCIENCE

Advanced Customer Analytics

DATA SCIENCE

Statistics for Business II

DATA SCIENCE

Statistics Bootcamp II

DATA SCIENCE

Data Storytelling

DATA SCIENCE

Product & Pricing Analytics

DATA SCIENCE

Analytics for Commercial Excellence

DATA SCIENCE

Data Storytelling

DATA SCIENCE

Statistics for Business

DATA SCIENCE

Dynamic Business Planning & Modelling

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